

**MARKETING ADVISORY BOARD AGENDA**

**WEDNESDAY, March 1, 2023 - 8:30 A.M.**

**MINEOLA CITY HALL, COUNCIL  
CHAMBERS 300 GREENVILLE HWY.,  
MINEOLA, TX 75773**

- I. **Call to order and roll call**
- |                                      |   |
|--------------------------------------|---|
| ___ Museum - Sharon Chamblee, Chair  | ___ Chamber Representative                    |
| ___ Civic Center – Lisa Bright       | ___ Landmark - Sue Jones                      |
| ___ Lodging – Allene Doggett         | ___ Wisener Field - Lupita Wisener, Secretary |
| ___ Downtown Merchant - Donna Hanger | ___ Staff – Owen Tiner, Director of Marketing |

II. **General Announcements**

III. **Discuss, review & consider following items for possible action:**

1. Consider action on minutes of previous meeting: February 8, 2022

IV. **Reports/ Updates**

1. Marketing Activities – Owen Tiner

- Advertising / Reports
  - tourtexas.com continues.
  - Sesquicentennial meetings continue. Next Meeting - March at 5:30
    - 150 for 150 fundraising promotion - 50 +
      - Downtown businesses have flyers up.
      - Running flyer in paper
    - May 20 celebration weekend - Spring Fling
      - o committees meeting on this monthly.
      - Events at preserve in the morning - 5K/10K
      - Beard contest and costumes in downtown
        - Announcement this week.
        - Vendors and Music - Maybe Beer.
        - Parade.
      - Car show at MCC - Jorjies
      - Balloon Glow at Civic Center
      - Future Events
  - Sesquicentennial celebration meeting - March 28
  - Mr. and Mrs. Sesquicentennial
  - Amtrak - (Longview Sidetrack Events) Fiesta, Spring Fling, Iron Horse
  - Main Street's big fundraiser - Dueling Pianos - April 1
  - Mineola App!!!! - Are you excited?????
  - Music in May
    - Funding almost secure

2. Downtown /Main St. Merchants – Donna Hanger
3. Mineola Chamber – Chamber Representative
4. Mineola Civic Center – Lisa Bright
5. Museum – Sharon Chamblee
6. Wisener Airport – Lupita Wisener
7. Lodging – Allene Doggett
8. Landmark Projects & Iron Horse Square Projects – Sue Jones

**V. Any other announcements or items for the next agenda**

**VI. Adjournment**